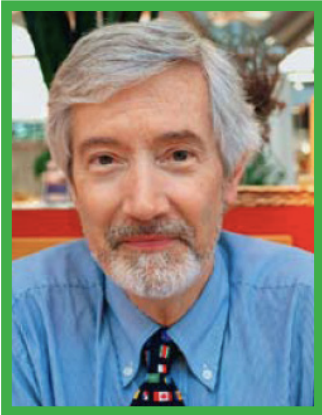


# Soap Operas for Social Change: Using Entertainment Media to Achieve Sustainability



## William Ryerson

*President, Population Media Center*

In this talk, Ryerson will outline the global population situation in relation to sustainability concerns and describe how entertainment media is changing norms on such issues as age of marriage, daughter education, family size and use of family planning in the U.S. and around the world.

Ryerson is President of Population Media Center (PMC), an organization that strives to improve the health and well-being of people around the world through the use of entertainment-education strategies. In developing countries, PMC creates long-running serialized dramas on radio and television, in which characters evolve into role models for the audience on various social and health issues. Ryerson also serves as Chair and CEO of the Population Institute in Washington, DC.

**Thursday, October 9, 2014**  
**12:00 - 1:15 p.m.**

Wrigley Hall, Room 481  
Arizona State University, Tempe campus  
(lunch will be provided)

Parking and directions:  
[sustainability.asu.edu/directions](http://sustainability.asu.edu/directions)

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